Wavelengths

A newsletter by

Volume 1, Issue 2, March 2012

IN THIS ISSUE:

Periowave™ – Going Global (Pg. 1)

Commonly Asked Questions About Periowave™ (Pg. 2)

Periowave™ Treatment Protocol for Periodontal Disease (Pg. 2)

Take Care of Your Periowave™ Laser – Proper Cleaning and Disinfection Guidelines (Pg. 3)

Periowave™ at Pacific Dental Conference (Pg. 4)

Left: The Periowave™ booth at the Pacific Dental Conference.

PERIOWAVE™ – GOING GLOBAL

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February 26, 2012 marked the opening of the Japan Clinical Institute of Periowave™ at the Imperial Hotel in Tokyo. Organized by Mr. Hiro Kusumoto, Periowave™'s commercialization partner in Japan, the event was a significant milestone in the efforts to expand Photodisinfection and Periowave™ technology worldwide. Over 140 prominent clinicians came to the event to hear from experts and their peers as they presented the science of Photodisinfection and clinical outcomes using Periowave™ for the treatment of periodontal disease, peri-mucositis and implantitis and endodontics.

The panel of speakers included Dr. Nick Loebel, President and CTO of Ondine Biomedical; Dr. Veronique Benhamou, Associate Professor and Chair of the Department of Periodontics at McGill University; and clinicians from Japan including Dr. Motoki Onazato, Dr. Masahiro Nakazawa, Dr. Junichi Tatsumi, Dr. Toshiaki Yoshino, and Dr. Maki Tanaka.

On March 1st, Drs. Loebel and Benhamou lectured before 109 clinicians at the National University Hospital in Singapore. The lecture was arranged by Chee Sang Dental, Periowave™'s distributor in Singapore. There was great interest in Periowave™ both from the clinicians in attendance and teaching staff at the university.

Bauhinia Dental Ltd, our Periowave™ distributor in Hong Kong, arranged a lecture at the University of Hong Kong's Prince Phillip School of Dentistry on March 2nd. We had the good fortune to present to Professor Lijian Jin the science of Photodisinfection as well the clinical relevance of Periowave™ through case outcomes prior to the formal lecture at the University. Professor Jin recognizes the anti-inflammatory benefits of Periowave™ and has done significant work in this field with Dr. Rich Darveau from the University of Washington. Dr. Darveau is a member of the Periowave™ Science Advisory Board. The evening lecture was well attended and orders for Periowave™ have been processed in Hong Kong.

Thanks to Hiro Kusumoto and his wife Julie, the team and Chee Sang Dental and Bauhinia Dental Ltd., and Mr. Aaran Wan, our Periowave™ representative in Asia, for the wonderful hospitality extended to Dr. Loebel, Dr. Benhamou and me during our stay in Asia! ■

COMMONLY ASKED QUESTIONS ABOUT PERIOWAVE™

By Michelle Janke,
Periowave™ Director of Sales, Canada
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Over the past month or so, our sales force has been working hard to service and support our current customers as well as building bridges to new clinicians interested in the benefits of Periowave™. Over that time period, we have noticed several common questions that have arisen, including:

HOW CAN I BETTER PROMOTE PERIOWAVE™ TO MY PATIENTS?

Educating patients on the importance of healthy gums can be a daunting task. It requires time, patient compliance, and easy to understand language. One thing we find helps to explain to patients why they need Periowave™, is to explain that gingivitis can lead to periodontitis which is a chronic condition. Left untreated, periodontitis can lead to difficult treatment regimens and even surgery. Using Periowave™ when the disease is in an early stage, allows the patient a greater chance of avoiding painful and more expensive treatment in the future. If an intra-oral camera is available, a high-resolution photograph of the diseased sites in the patient's own mouth makes the diagnosis more relevant and helps them better understand the difference between healthy and unhealthy gum tissues. This often motivates the patient to accept Periowave™ therapy.

I NOTICE AFTER A LONG PERIOWAVE™ SESSION, THE TIP SEEMS TO ALMOST BEND OR DEFORM. WHAT IS CAUSING THIS TO HAPPEN?

This may happen when you forget to wipe the tip after each insertion and illumination step inside the diseased pocket. Residual photosensitizer and/or blood can dry slightly onto the tip, causing light to concentrate at that point and causing the tip to weaken slightly and eventually bend. Gently wiping the tip after each time treatment of a pocket prevents this from occurring.

IS IT BETTER TO "WALK" THE LASER TIP AROUND A DEFECT IN BOTH APICO-CORONAL AND MESIO-DISTAL DIRECTIONS, AFTER INSERTION INTO THE POCKET, OR JUST HOLD IT STILL IN THE APEX OF THE DEFECT?

While earlier treatment protocols may have mentioned slight tip motion, numerous case studies and clinical experiences since that time have demonstrated that full effectiveness can be achieved by simply inserting the tip into a defective pocket and holding it there for the complete 60 second cycle. This allows for thorough disinfection of the pocket and optimal healing.

WHAT ARE THE IDEAL TIME FRAMES TO RECALL PATIENTS AFTER THEIR INITIAL PERIOWAVE™ TREATMENT?

Recall treatment times protocols have also evolved as we have gained clinical experience. Of course, you as a clinician have the final say as to what is ideal for your patients; however, if your patient has moderate periodontitis and several sites that have been treated with Periowave™, we find that bringing the patient back within a 1-4 week period for an additional Periowave™ treatment allows for optimal results.

I hope this information is valuable to you and helps you get the most out of your Periowave™ system. If you have additional questions, feel free to reach out to myself or your local Periowave™ Sales Representative. We will be more than happy to provide further information or answer any other queries you may have.

Happy Periowaving!

Michelle ■

PERIOWAVE™ TREATMENT PROTOCOL FOR PERIODONTAL DISEASE

By Leanne Carlson,
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After many years of studies and clinical use we have developed an optimal treatment protocol for treatment with Periowave™. Periowave™ is ideally suited for periodontal pockets 4mm and greater but is also very effective for patients with gingivitis.

1. Identify and document the treatment sites. Documenting probing depths is a must but visual clinical results via before- and after- digital photographs can be an impressive tool for the clinician and are equally impressive for the patient. If at all possible take a digital photograph of areas treated.
2. Thoroughly debride affected teeth and/or implants. This can be accomplished with either hand or ultrasonic instruments on natural teeth and with proper plastic or titanium instruments on dental implants.
3. Minimize bleeding before application of Periowave™. This can be accomplished with copious cold irrigation followed by constant pressure applied to the affected area. However, clinicians will likely notice that bleeding will subside immediately after the first minute of illumination with Periowave™.
4. Irrigate thoroughly with photosensitizing solution. One site at a time! Too little solution may negatively affect the efficacy of the Periowave™ treatment.

5. Illuminate each treatment site with the Periowave™ laser. Gently place the light diffusing tip at the base of the sulcus. It is recommended to keep tip in one position for the duration of the illumination cycle. In very deep and wide defects, several illuminations steps may be required. It is also recommended to treat contralateral sides and interproximals in separate disinfection steps.
6. Gently wipe off the light diffusing tip with a damp gauze after each treatment. Dried blood or photosensitizing solution can cause an interruption of the laser light.
7. Chose an optimal and practical re-treatment interval for each individual patient. Light manual or ultrasonic debridement and lavage is recommended prior to re-treatment.
8. Clean and disinfect the laser insert and sterilize the outer sheath following instructions. ■

TAKE CARE OF YOUR PERIOWAVE™ LASER – PROPER CLEANING AND DISINFECTION GUIDELINES

By Maria Castro,
Periowave™ Customer Care

First of all, thanks to our valued customers for your support of Periowave™. I trust that you are experiencing all of the clinical benefits of the Periowave™ system – both for your patients and your practice.

To maximize your clinical outcomes and results, it is important that you follow the recommended treatment protocols and the proper steps to clean and disinfect your Periowave™ system regularly. To correctly maintain your equipment please take note of the following key points:

HHL-1000 PERIOWAVE™ CORDLESS HAND HELD LASER:

The Laser Insert module is the heart of your Periowave™ system. To clean and disinfect it, use CaviWipe® towelette, Cavicide® or equivalent to remove debris, whether or not visibly present. Use the recommended optical swabs (PW2450 Periowave™ HHL-1000 Cleaning Swabs) to clean and disinfect the illuminating tip of your handheld laser. To ensure that the surfaces of your laser are cleaned and disinfected properly, it is permissible to wrap the HHL-Insert with the towelette to ensure full contact with the disinfecting liquid contained in the towel. **DO NOT autoclave or submerge the Laser Insert.**

With the Laser Insert removed from the Outer Sheath, use a soft bristled brush and wash the empty HHL-1000 Outer Sheath and end cap with soap and water to remove debris. Thoroughly rinse the parts and check the O-rings for visible damage or wear. Replace any damaged or loose O-ring before sterilization to prevent contamination. Use a Type B sterilization cycle or the cycle recommended for wrapped/ bagged solid or hollow metal instruments. Ensure that the drying cycle is complete and both the Outer Sheath and End Cap are completely dry prior to next use.

To familiarize and remind you of the cleaning process, a laminated HHL-1000 Insert and Outer Sheath Cleaning and Disinfection Quick Guide will be mailed to your practice. This is designed to conveniently hang in your Sterilization Area for reference.

PW1100 PERIOWAVE™ LASER BASE STATION:

Ensure that all optical delivery components are maintained properly. After patient treatment, detach the Periowave™ Handpiece from fiber optic cable. Wash the Handpiece with warm soapy water and hand dry before disassembling into 3 separate pieces. Use the recommended Periowave™ microbrush to clean the inner surfaces of both adapter sleeves. Clean the optical surface of Handpiece with alcohol or disinfecting wipes before sterilization. Polish the ends of the Handpiece and Fiber Optic Cable using the Periowave™ Optical Cleaning tape before use.

We recommend testing the power output of the laser system using the test port or test window located on the side of your laser base station. It is ideal to do this at the beginning of each day to ensure your Periowave™ system is working properly. Refer to your User Manual for the complete testing procedures.

Finally, for the complete recommended cleaning and disinfection steps of your Periowave™ Photodisinfection system, refer to your User Manual or check this link: http://www.periowave.com/what-is-periowave/downloads-and-user-manuals.aspx. For any inquiries, please feel free to contact Customer Care at 1-866-669-0555. ■

PERIOWAVE™ AT PACIFIC DENTAL CONFERENCE

By Clarence Chew, Periowave™ Social Media Coordinator

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On March 8th and 9th, Periowave™ attended the Pacific Dental Conference and had our best performance at a tradeshow yet. We talked to thousands of dental professionals about the value that Periowave™ could bring to their practice and how it can benefit their patients. We were met with an overwhelmingly positive response.

Throughout the two-day conference, we captured highlights of the PDC on our live-blog. These in turn were posted onto our Twitter and Facebook pages, which helped drive traffic to our booth. Here are some highlights:

DAY 1:

8:30am: We're here live at the Pacific Dental Conference 2012! The Vancouver Convention Center is buzzing with excitement, and we're expecting more than 12,000 dental professionals to attend. Our updated booth looks great, and we've staffed it with some of our best people. If you're at the PDC, swing by and say hi to the Periowave™ team. We'll be bringing you live updates over the course of the next two days, so stay tuned to our blog!

9:34am: Leanne has finally arrived! After a cancelled connecting flight in Edmonton, she's finally made it. Being a hygienist for the last 30 years, Leanne will be a huge asset to us at the PDC.

9:46am: Leanne's only been here for 10 minutes, and she is already busy presenting her case studies to dentists. Those before/after images up on our booth is actually one of her patients.

10:28am: We're in Dr. George Freedman's lecture right now. The room is packed, he's had a fantastic turnout. Here, he describes proper Periowave™ technique. It's always fascinating to hear KOLs speak about Periowave™, especially if they are as world-renowned as Dr. Freedman. Can't wait to see his wife, Dr. Fay Goldstep, talk about Periowave™ in her lecture tomorrow morning.

11:48am: Interest in Periowave™ at the PDC is very high! Our booth is packed with people eager to hear more about Periowave™ and Photodisinfection. We have some fantastic PDC promotions that many people are taking advantage of. I can tell this is going to be a great PDC for the Periowave™ team!

DAY 2:

8:48am: We're back live at PDC! Yesterday was epic, and the team can't wait to see what today will bring.

9:49am: We're inside Dr Fay Goldstep's lecture right now and she's talking about Periowave™! Many people don't realize that setting up and maintaining the handheld laser is just as important as proper technique. It's great to have Dr. Goldstep reiterate this point right here!

11:32am: Our booth is as busy as ever. Our location is perfect and traffic so far has been phenomenal. Even though our popcorn machine isn't with us today, people are still lining up to get to our booth.

12:23pm: I heard that this year has been the most attended PDC ever, with more than 12,500 people present. Congratulations to the PDC committee on an amazing job putting this event on. Well done! It must take a lot of coordination and planning to feed so many people.

2:49pm: We're back at our booth. Tom, Linda and Leanne meet right before the final wave of people arrive. Only ten more minutes till they're here! The show has been going great for us. Next time we're back, we've decided to do live Periowave™ demonstrations at our booth to let people try our handheld lasers themselves. Cool eh?

To read our full live-blogs, please click for day one and day two. ■

About this Publication

Published quarterly, Wavelengths is intended to provide information on Periowave™, photodynamic therapy and other innovations and topics of interest in dentistry in an effort to accelerate the adoption of photodynamic therapy as best practice in the field of oral healthcare.

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